Getting in Step with Social Marketing and Behavior Change in NPS Outreach Programs

Shifting the Focus to Outcomes

Presented by
Jack Wilbur, Utah Dept. of Ag & Food

Traditional Outreach

- Tools and outputs-based approach
  - Focus on the deliverable products
    - Brochures
    - Newsletters
    - Tours
    - Education field days
    - PSAs (radio—tv)
    - Display ads

Social Marketing Model

- People (target audience) approach
  - Identify the issue/problem
  - Research Solutions
  - Identify audiences
  - Assess audiences
    - What are their current behaviors?
    - What are the barriers to behavior change?
    - Where do they get their news and information?

Social Marketing Model Continued

- Create Messages
- Implement program
- Re-assess, Evaluate
  - Outputs and impacts/outcomes
- Re-tool, do it again as needed

Behavior Change!!

...is the short-mid-term Goal!

States-EPA Outreach Workgroup

- Created in 2000
  - Co-chaired by EPA and a state representative
  - Membership has exceeded 20 periodically
  - Still in existence
- Goal:
  - Create tools and resources to help states and local watersheds implement research-based outreach campaigns with strong evaluation components.

Outreach Workgroup Outputs

- Focus Groups—2001
- Getting in Step Guide and video—2003
- Getting in Step workshops—on going
- National NPS I&E and Outreach Conference—every 2-3 years
- NPS Outreach Digital Toolbox—2005/06
- Getting in Step with Social Marketing workshop--tomorrow

Workgroup Recommendation for Funding NPS Outreach

Preamble

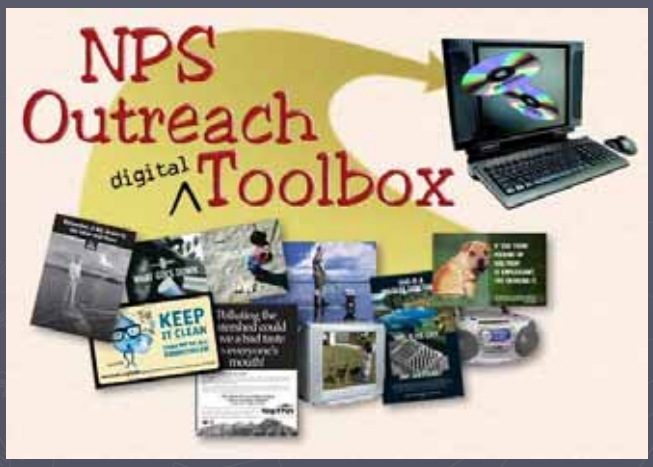
...Reversing water quality degradation from NPS often hinges on successfully identifying key behaviors or practices and persuading individuals and/or institutions to adopt enlightened behaviors. Where public behavior changes are central to protecting, improving, or restoring water quality, projects that aim to influence key behaviors or practices will be strongly favored...

Workgroup Recommendation for Funding NPS Outreach

Favored Outreach Projects will include…

- IP that identifies & assesses old & new behaviors
- Strategy that IDs & overcomes barriers & "sells" the new behavior
- Stakeholder participation
- Measurable, realistic objectives
- Evaluation of process & outcomes

Overview & Demo of EPA's NPS Outreach Toolbox



Presented by

Don Waye, US EPA

Status as of March 29, 2006

- Toolbox will be available on CD-ROM and on the Web
- Beta Toolbox available now on the Web; email Don Waye (waye.don@epa.gov) for access info
- Summer 2006 release
- Web site's internal EPA review nearing completion
- Watch this URL: epa.gov/nps/toolbox
- Check EPA's NPSINFO listserv for announcement; epa.gov/nps/npsinfo

The Toolbox Metaphor

Tools designed to help local municipalities and watershed groups:
- plan,
- research,
- execute and
- evaluate

effective watershed outreach campaigns

Phase II: Develop & Fill the Toolbox

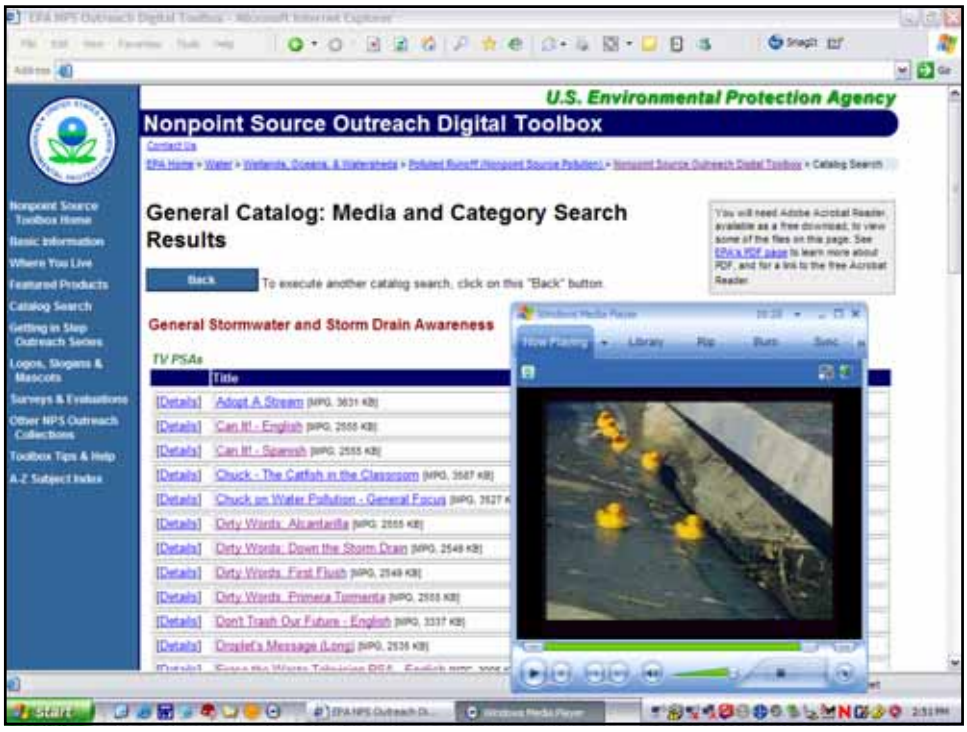
So, What's in it?

(hint: it's big.)

Phase II: Develop & Fill the Toolbox

So, What's in it?

- Access to EPA's ***Getting in Step*** resources, including hyperlinked ***Guide for Conducting Watershed Outreach***
- **Campaign Evaluations & Surveys**
- Comprehensive **product catalog** (600+ products)
  - **TV** PSAs — *Viewable!*
  - **Radio** PSAs — *Listen-able!*
  - **Print** Ads (e.g., newspaper, bus boards & posters, billboards)
  - "**Other** Products" (e.g., fact sheets, brochures, movie slides, placemats, door hangers, bookmarks)
  - **Logos, Slogans & Mascots**
- **Toolbox Help and Tips**



Evaluation and Surveys

- Baseline Surveys – public attitudes & perceptions of NPS issues
- Evaluation reports and follow-up surveys for 30+ media campaigns, including nearly all "featured products"
- Evaluation reports accessible through Main Menu and Sidebar, and through "Product Details" pop-up window for evaluated products

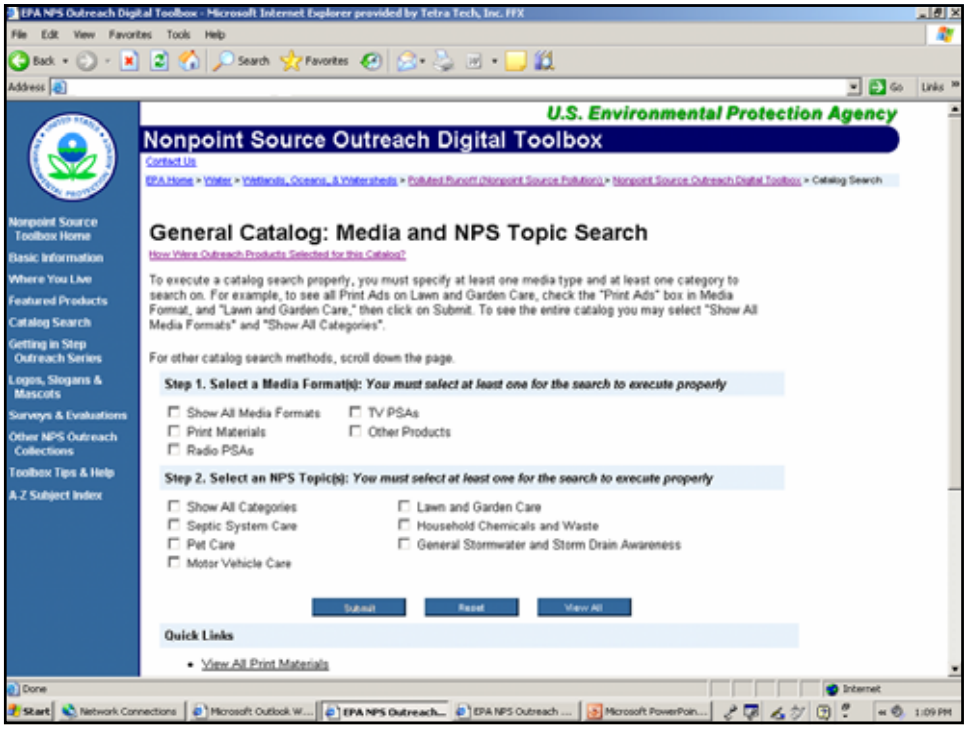
Searchable Catalog

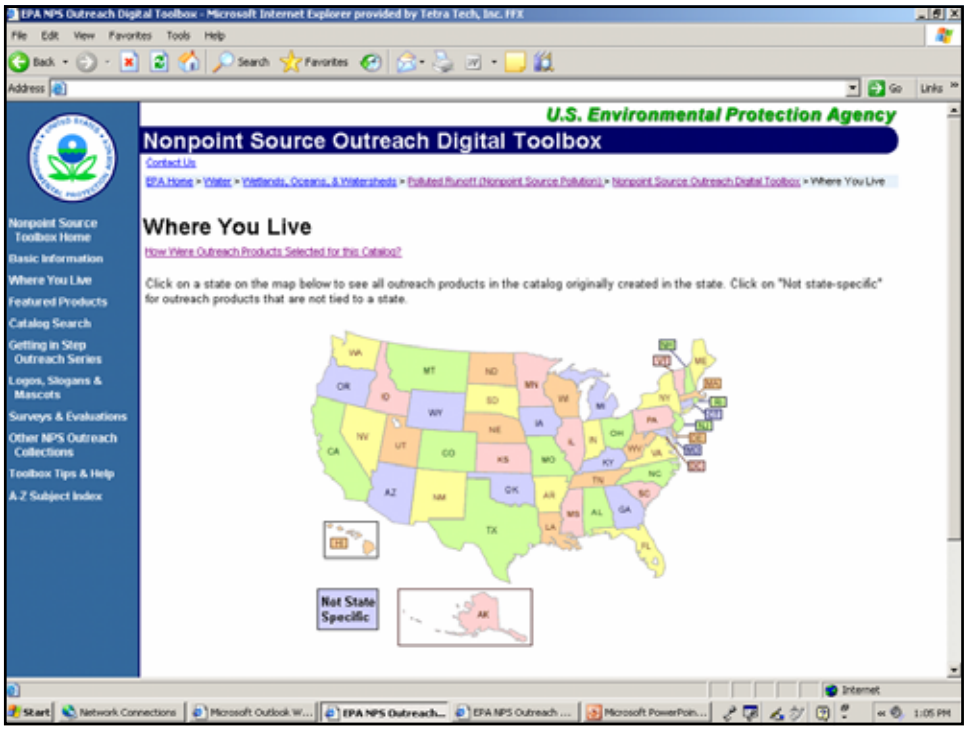
Three different ways to search:

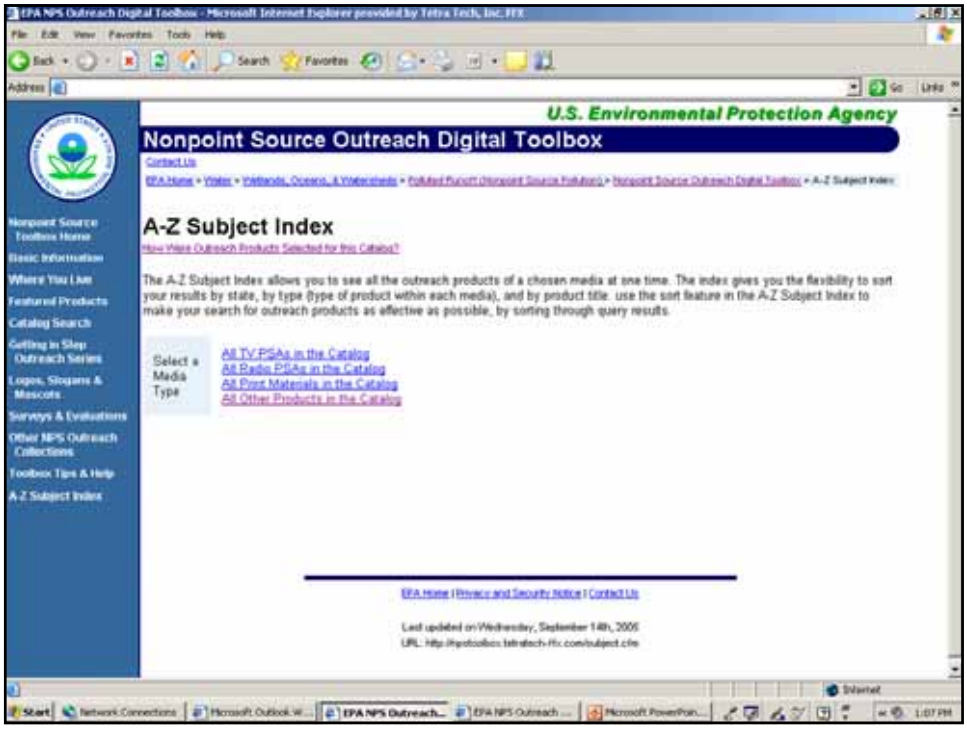
- Main Catalog Search Page
- "Where You Live" (U.S. map with clickable states)
- "A-Z Subject Index" by media type and behavior change category

Drill down into any product listed in the catalog to **discover background details**, including **disclosure of permissions** to use in other communities.

NPS Outreach digital Toolbox


EPA NPS Outreach Digital Toolbox - Microsoft Internet Explorer provided by Tetra Tech, Inc. FFX
U.S. Environmental Protection Agency
Nonpoint Source Outreach Digital Toolbox
Contact Us
Nonpoint Source Toolbox Home
Basic Information
Where You Live
Featured Products
Catalog Search
Getting in Step Outreach Series
Logos, Slogans & Mascots
Surveys & Evaluations
Other NPS Outreach Collections
Toolbox Tips & Help
A-Z Subject Index
General Catalog: Media and NPS Topic Search
How Were Outreach Products Selected for this Catalog?
To execute a catalog search properly, you must specify at least one media type and at least one category to search on. For example, to see all Print Ads on Lawn and Garden Care, check the "Print Ads" box in Media Format, and "Lawn and Garden Care," then click on Submit. To see the entire catalog you may select "Show All Media Formats" and "Show All Categories".
For other catalog search methods, scroll down the page.
Step 1. Select a Media Format(s): You must select at least one for the search to execute properly
Show All Media Formats
TV PSAs
Print Materials
Other Products
Radio PSAs
Step 2. Select an NPS Topic(s): You must select at least one for the search to execute properly
Show All Categories
Lawn and Garden Care
Septic System Care
Household Chemicals and Waste
Pet Care
General Stormwater and Storm Drain Awareness
Motor Vehicle Care
Submit
Reset
View All
Quick Links
View All Print Materials


EPA NPS Outreach Digital Toolbox - Microsoft Internet Explorer provided by Tetra Tech, Inc. FFX
U.S. Environmental Protection Agency
Nonpoint Source Outreach Digital Toolbox
Contact Us
Nonpoint Source Toolbox Home
Basic Information
Where You Live
Featured Products
Catalog Search
Getting in Step Outreach Series
Logos, Slogans & Mascots
Surveys & Evaluations
Other NPS Outreach Collections
Toolbox Tips & Help
A-Z Subject Index
Where You Live
How Were Outreach Products Selected for this Catalog?
Click on a state on the map below to see all outreach products in the catalog originally created in the state. Click on "Not state-specific" for outreach products that are not tied to a state.
Not State Specific



What NPS Areas are Covered?

Catalog Focuses on Six Behavior Change Areas

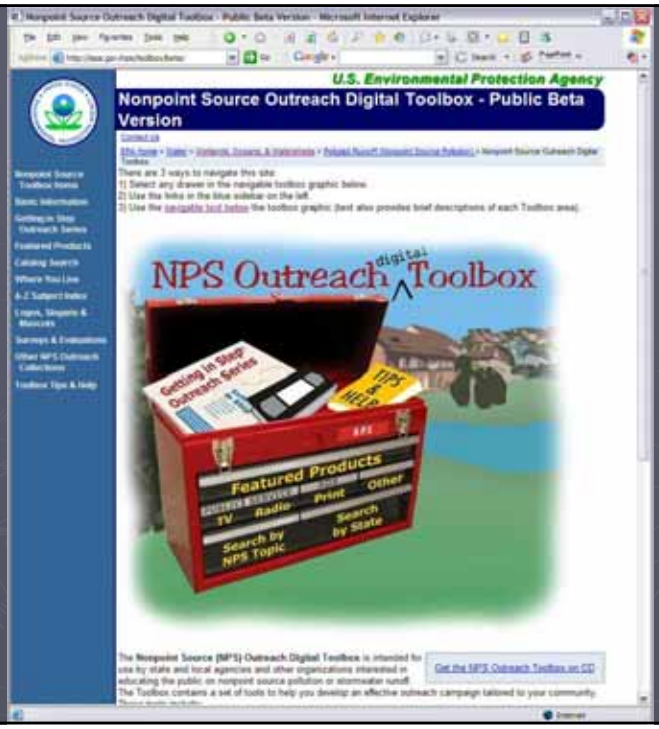
Where Do We Go From Here?

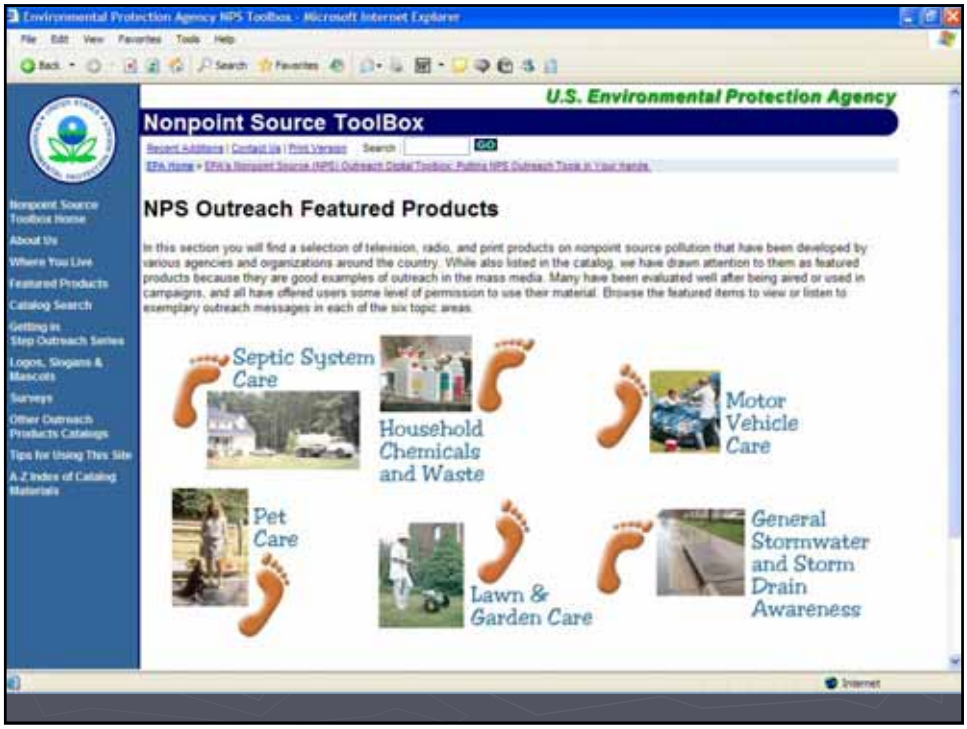
Likely to include educational materials for the K-12 age groups

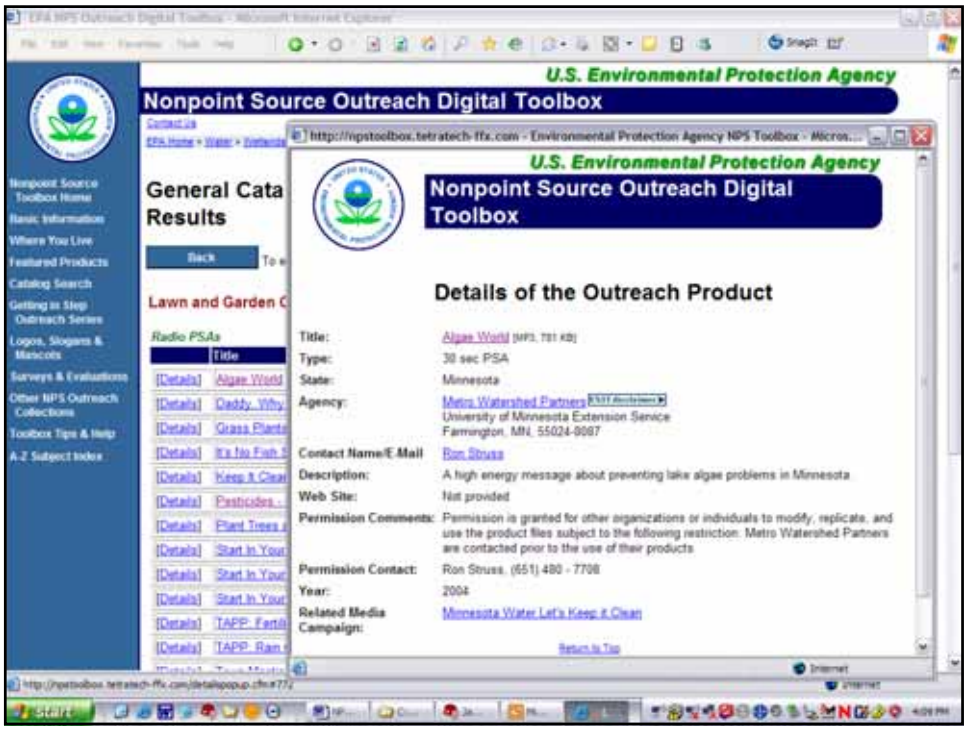
May add new categories (e.g., power washers & other mobile businesses)

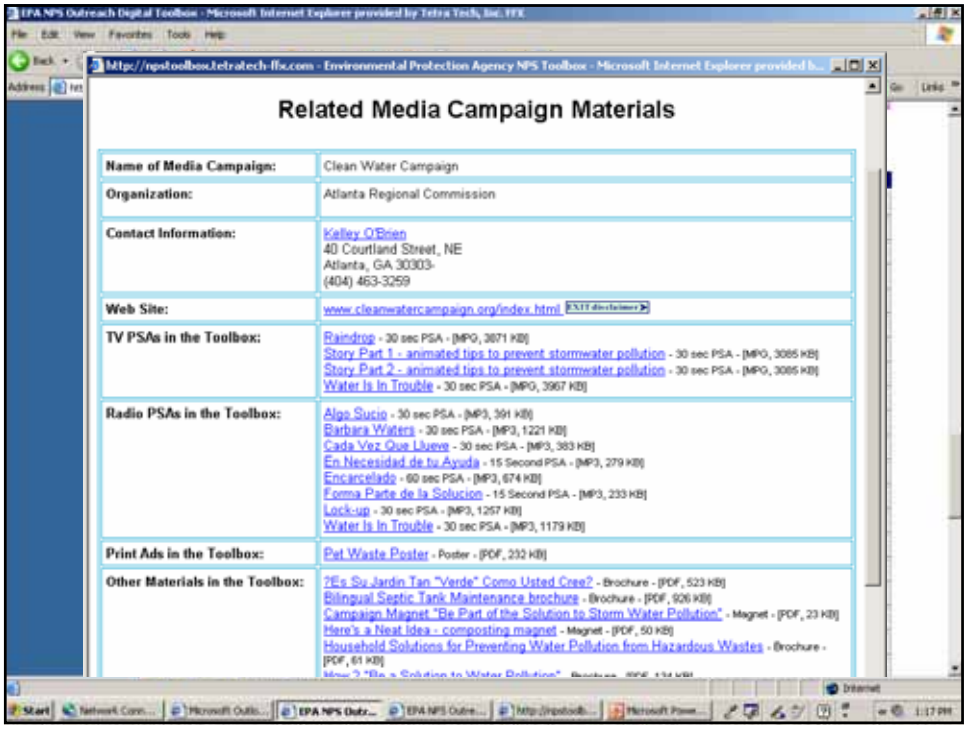
May develop new PSAs to:

- Fill in the gaps
- Be used locally as-is
- Be customized for local use




Environmental Protection Agency NPS Toolbox - Microsoft Internet Explorer
U.S. Environmental Protection Agency
Nonpoint Source ToolBox
Nonpoint Source Toolbox Home
About Us
Where You Live
Featured Products
Catalog Search
Getting in Step Outreach Series
Logos, Slogans & Mascots
Surveys
Other Outreach Products Catalogs
Tips for Using This Site
A-Z Index of Catalog Materials
NPS Outreach Featured Products
In this section you will find a selection of television, radio, and print products on nonpoint source pollution that have been developed by various agencies and organizations around the country. While also listed in the catalog, we have drawn attention to them as featured products because they are good examples of outreach in the mass media. Many have been evaluated well after being aired or used in campaigns, and all have offered users some level of permission to use their material. Browse the featured items to view or listen to exemplary outreach messages in each of the six topic areas.
Septic System Care
Household Chemicals and Waste
Motor Vehicle Care
Pet Care
Lawn & Garden Care
General Stormwater and Storm Drain Awareness


U.S. Environmental Protection Agency
Nonpoint Source Outreach Digital Toolbox
Nonpoint Source Toolbox Home
Basic Information
Where You Live
Featured Products
Catalog Search
Getting in Step Outreach Series
Logos, Slogans & Mascots
Surveys & Evaluations
Other NPS Outreach Collections
Toolbox Tips & Help
A-Z Subject Index
General Cata
Results
Back
Lawn and Garden C
Radio PSAs
Title
[Details] Algae World
[Details] Daddy, Why
[Details] Grass Plants
[Details] It's No Fish
[Details] Keep It Clean
[Details] Pesticides
[Details] Plant Trees
[Details] Start In Your
[Details] Start In Your
[Details] Start In Your
[Details] TAPP: Farm
[Details] TAPP: Rain
http://npstoolbox.tetratech-ffx.com - Environmental Protection Agency NPS Toolbox - Micron...
U.S. Environmental Protection Agency
Nonpoint Source Outreach Digital Toolbox
Details of the Outreach Product
Title: Algae World [MP3, 781 KB]
Type: 30 sec PSA
State: Minnesota
Agency: Metro Watershed Partners
University of Minnesota Extension Service
Farmington, MN, 55024-9087
Contact Name/E-Mail: Ron Struss
Description: A high energy message about preventing lake algae problems in Minnesota
Web Site: Not provided
Permission Comments: Permission is granted for other organizations or individuals to modify, replicate, and use the product files subject to the following restriction: Metro Watershed Partners are contacted prior to the use of their products
Permission Contact: Ron Struss, (651) 480 - 7708
Year: 2004
Related Media Campaign: Minnesota Water Let's Keep it Clean
Return to Top



New features & products are continually added.

Toolbox will be updated regularly!

For further information, contact:
Don Waye
U.S. EPA, Nonpoint Source Branch
(202) 566-1170
waye.don@epa.gov